Take a few moments to stop and smell the roses.

The strength of a bloom’s fragrance depends on:

- your own sensitivity to scent
- rose variety
- stage of bloom
- weather conditions
- time of day

Generally, a rose’s fragrance is strongest on warm, sunny days when the soil is moist. These conditions help release fragrant chemicals found in the flowers. Humidity prolongs the fragrance because it reduces the rate of the chemicals’ evaporation.

A flower’s fragrance also attracts pollinators. Peak rose fragrance occurs when conditions are best for pollinators.

When is the best time for pollinators to visit roses?
Visit the garden on a sunny, warm day and count the bees. Return on a cold, rainy day and do the same.

When are more bees present?